

Cover Story

Brussels: A
City of World-Class
Chocolates,
Festivals, and
Timeless Beauty

Update

Baskin-Robbins:
The Iconic
Ice Cream
Chain with
Endless Flavor
Adventures

Cinergy Distillers

Russel Dsilva | National Head

Where India's

**RICH AGRICULTURAL HERITAGE MEETS
MODERN DISTILLING**

The Most

PROMISING

★★★★★ *Companies*
to Watch

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A NEW PERSPECTIVE OF BUSINESS

This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

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FROM EDITOR'S DESK

Bridging Tradition and Innovation in the Spirits Industry!

Cinergy Distillers, founded in 1992, has risen to prominence as a leading name in the global spirits market, celebrated for its exceptional craft and commitment to preserving India's rich agricultural legacy. From its humble beginnings, the company has become a force in the industry, blending tradition with modern innovation to create spirits that resonate with both domestic and international consumers.

At the heart of Cinergy's success is its ability to merge India's centuries-old distilling techniques with cutting-edge technology. The Bacchus facility, a state-of-the-art manufacturing and bottling plant, embodies this fusion perfectly. Utilizing advanced distillation and aging processes, Cinergy is able to produce spirits that maintain the highest levels of quality and consistency. By precisely controlling factors like temperature and distillation time, Cinergy ensures that each bottle carries the unique flavors of India's finest malts, enriched with aromatic spices, oak, caramel, and honey.

This careful balance of tradition and technology allows Cinergy to offer a diverse range of products, from premium spirits to more value-oriented options. Each brand—Jackie's Crown, Crazy Boxer, Talsons Reserve, Midnight Blues, Hot Bull, and Rozitza Vodka—offers a distinct experience, appealing to a broad spectrum of tastes and preferences. Whether it's the smoothness of a premium malt or the boldness of a unique blend, Cinergy's portfolio caters to a wide array of consumers around the globe.

Cinergy Distillers' strategic partnerships and commitment to excellence set it apart in a competitive market. The company's dedication to quality ensures that every bottle reflects both the time-honored traditions of Indian distilling and the future of the industry. By combining India's rich heritage with modern innovation, Cinergy continues to redefine the drinking experience, capturing hearts and palates worldwide.



Utkarsh D.



LEADERS IN SPOTLIGHT

Cinergy Distillers, a trailblazer in the spirits industry, is an exemplary leader in blending tradition with cutting-edge technology. Founded in 1992, Cinergy embarked on a mission to craft exceptional spirits that not only honored India's agricultural heritage but also made a global impact. Under the visionary leadership of the company's founders, Cinergy has grown into a renowned brand, offering a diverse portfolio of premium spirits that cater to the tastes of both domestic and international markets.

The company's success lies in its ability to merge India's rich distilling traditions with modern innovation. Cinergy's state-of-the-art Bacchus facility is a key component of this strategy, utilizing advanced distillation and aging techniques to create spirits of exceptional quality. By harnessing technologies such as precision distillation and temperature-controlled aging, Cinergy ensures that each product consistently delivers a rich, smooth, and distinctive flavor profile, which sets it apart in a crowded industry.

Cinergy's portfolio is diverse, with brands like Jackie's Crown, Crazy Boxer, Talsons Reserve, Midnight Blues, Hot Bull, and Rozitṭa Vodka, each offering a unique experience for consumers. This wide range of offerings demonstrates the company's ability to cater to a variety of preferences, from premium malts to more accessible options, without compromising on quality.

The leadership at Cinergy Distillers has been instrumental in steering the company toward innovation while respecting the deep-rooted traditions of Indian distilling. The strategic partnership with Bacchus Distillery enhances production capabilities and ensures that Cinergy remains at the forefront of the spirits industry. By embracing both heritage and technology, Cinergy Distillers continues to create exceptional products, driving the global success of Indian-made spirits.



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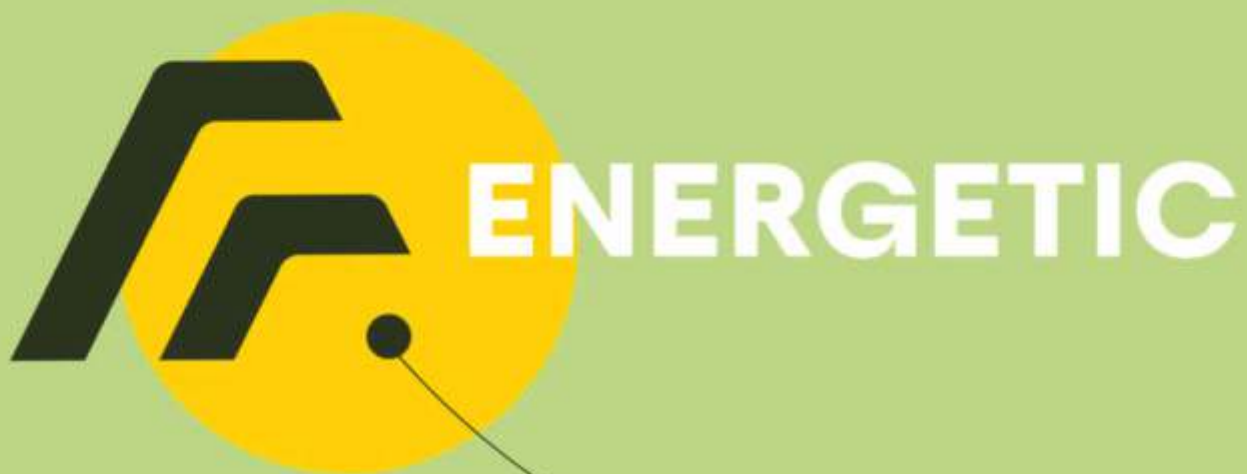
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ALUPCO 



Where India's Rich Agricultural Heritage Meets Modern Distilling

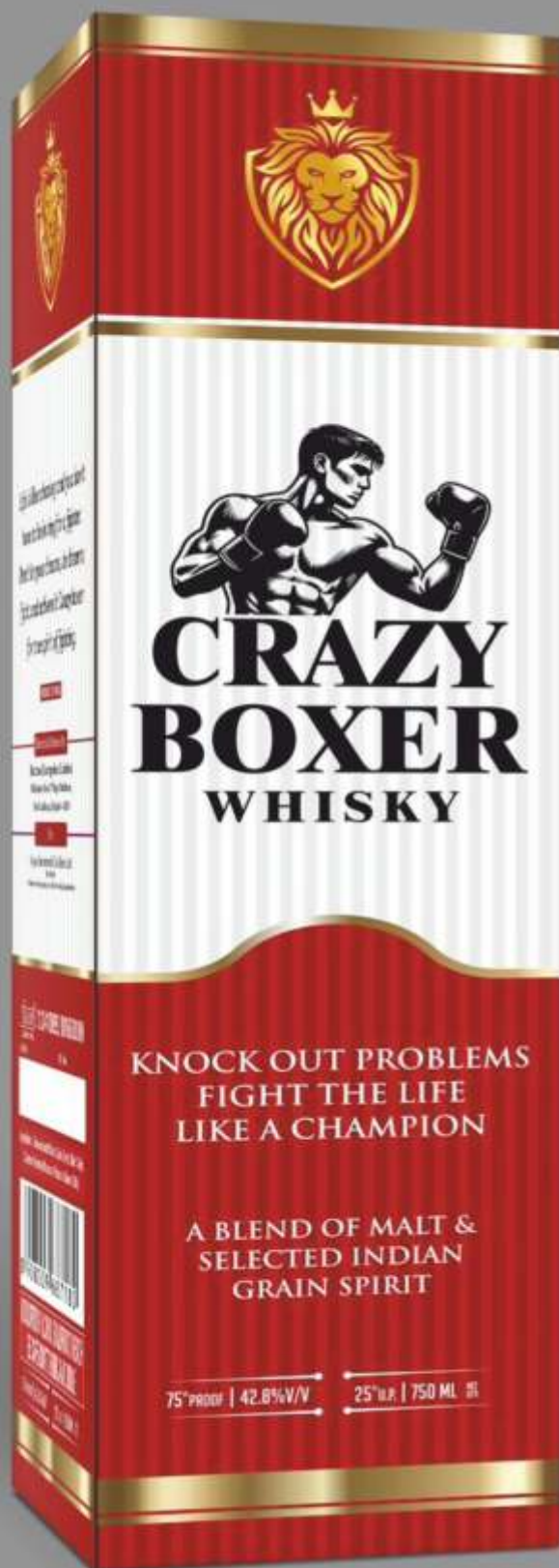
Wine and spirits have the power to captivate consumers, evoke emotions, and create lasting impressions. By leveraging the potential of these premium beverages, brands can enhance their image, drive sales, build customer loyalty, and expand their market reach. **Cinergy Distillers'** journey commenced in 1992 embarked on a mission to craft exceptional spirits that would capture the essence of India's rich agricultural heritage. Inspired by the country's tradition of producing fine grains and malts, it was envisioned as a brand that would not only cater to domestic palates but also make a global impact.

By carefully selecting the finest Indian malts and employing innovative techniques, Cinergy Distillers has established itself as a leading force in the spirits industry. The company's diverse portfolio encompasses premium, popular, and value-oriented spirits, each crafted to offer a unique and memorable drinking experience.

C O V E R S T O R Y



COVER STORY



Where Tradition Meets Technology

Cinergy Distillers seamlessly blends tradition and innovation in every product. The state-of-the-art Bacchus facility utilizes advanced techniques to elevate the distilling process. By combining time-honored Indian methods with cutting-edge technology, Cinergy delivers exceptional spirits that capture the essence of both worlds.

The rich flavors of Indian malts are complemented by carefully selected ingredients, including aromatic spices, oak, caramel, and honey. These elements are meticulously processed using techniques like precision distillation and temperature control, enhancing the natural flavors of the grains and spices. This harmonious blend of tradition and innovation results in unique and distinctive flavor profiles exclusive to Cinergy.

Cinergy honors India's distilling heritage while embracing modern technology to ensure consistency and efficiency. Each product represents a fusion of tradition and progress, offering a rich, smooth, and truly unique drinking experience. The company's unwavering commitment to excellence guarantees that every creation reflects India's legacy and signifies the future of distilling.

Crafting Excellence

The strategic partnership between Cinergy Distillery and Bacchus Distillery in India is a cornerstone of our operational success and a key driver of product quality. Bacchus, our state-of-the-art manufacturing and bottling facility, provides cutting-edge processing capabilities that seamlessly align with our commitment to producing premium spirits.

The synergy between Bacchus' advanced technology and Cinergy's deep-rooted understanding of traditional Indian distilling practices sets this collaboration apart. Bacchus offers a comprehensive suite of advanced distillation and aging technologies that allow it to maintain the highest standards of consistency and precision in every batch. Cinergy Distillers maintains complete control over the entire production process, from sourcing the finest Indian grains and malts to the final bottling stage.

By leveraging modern techniques such as temperature-controlled aging and precision distillation, Bacchus unlocks the full potential of our ingredients, resulting in distinctive and unique flavor profiles. The facility's commitment to continuous innovation enables it to experiment with new blends and push the boundaries of the spirits industry.

This partnership empowers Cinergy to scale production without compromising on quality, ensuring that our products adhere to the highest global standards while celebrating India's rich heritage.

Jackie's Crown:

Offers a premium whisky experience, with meticulously crafted blends that reflect the fine craftsmanship of Indian distilling.

Crazy Boxer:

Targets adventurous consumers with its bold flavors and spirited character.

Talsons Reserve:

Provides a luxurious whisky option, characterized by its rich, well-aged malts and complex flavor profile.

Midnight Blues:

Offers a smooth and sophisticated whisky experience.

Hot Bull:

Caters to an energetic audience with its robust and vibrant flavor profile.

Rozitza Vodka:

Stands out for its smoothness and purity, offering a premium vodka experience.

C O V E R S T O R Y

A Diverse Portfolio of Premium Spirits

Cinergy Distillers has established a strong presence in the global spirits market with its diverse and distinctive portfolio of six major brands: Jackie's Crown, Crazy Boxer, Talsons Reserve, Midnight Blues, Hot Bull, and Rozitṭa Vodka. Each brand offers a unique drinking experience, catering to a wide range of tastes and preferences.

The company sets itself apart by combining traditional Indian malts with modern production techniques. This approach results in spirits that are rich in flavor, smooth in texture, and exceptional in quality.

By offering a diverse portfolio of high-quality spirits, Cinergy Distillers continues to compete effectively in the global market. The company's commitment to quality, innovation, and distinctive flavors ensures that every sip is a memorable experience.

A Global Reach, A Local Touch

Cinergy Distillers maintains a robust global distribution network spanning India, East and West Africa, and Dubai. By carefully selecting distribution partners who share common brand values, the company ensures that its premium products are accessible to discerning consumers while preserving their exclusivity.

Cinergy's focus on creating unique and high-quality brands enables them to cater to a diverse range of consumer preferences, without compromising on premium standards. By strategically expanding into key international markets and controlling distribution channels, it maintains both reach and prestige.

Sustainability at Core

Cinergy Distillers is dedicated to sustainability and eco-friendly practices throughout its operations. Operating under the ESR (Eco-Social Responsibility) framework, the company prioritizes reducing its environmental footprint by optimizing energy consumption, minimizing waste, and utilizing sustainable packaging materials. Additionally, Cinergy Distillers actively promotes responsible drinking through seminars and workshops held at universities and clubs, where they raise awareness

about the importance of moderation and safe consumption. This holistic approach ensures that while Cinergy Distillers continues to produce high-quality spirits, it also makes a positive contribution to both the environment and society, aligning its business practices with global sustainability objectives.

Crafting Spirits for Every Market, Every Taste

Cinergy Distillers adopts a consumer-centric approach by customizing its products and marketing strategies to meet the diverse preferences of global markets. The company tailors its product offerings by adjusting flavor profiles, packaging designs, and introducing limited-edition or seasonal products to suit local tastes. For instance, sweeter spirits are offered in markets with a preference for such flavors, while bolder varieties are designed for regions that favor stronger tastes.

Cinergy Distillers' marketing strategies are equally localized, leveraging regional influencers, celebrities, and culturally relevant campaigns to engage consumers effectively. The brand ensures that its messaging aligns with local customs and traditions, fostering a strong connection with its audience. Additionally, the company adapts its pricing strategies to accommodate varying economic conditions and purchasing power across markets.

To stay ahead of consumer trends, Cinergy Distillers invests in market research, incorporating feedback through surveys and social media to refine its product offerings. Strategic partnerships with local distributors and retailers ensure wide accessibility, while sustainability practices are emphasized in regions where environmental concerns are prominent. By understanding and responding to the unique needs of each market, Cinergy Distillers ensures that its products resonate globally while maintaining brand relevance.



Seamless Experience

Cinergy Distillers harnesses cutting-edge technology to enhance both production and customer experience. Advanced automation in production ensures consistent quality and efficiency, minimizing human error and boosting output. Real-time data analytics allows for precise inventory management and demand forecasting, enabling the company to stay ahead of market trends.

In customer experience, Cinergy Distillers utilizes digital platforms to offer personalized recommendations based on consumer preferences, fostering deeper engagement. Additionally, interactive packaging with QR codes provides customers with detailed product information, creating a more immersive and informative experience.

By integrating technology across these key areas, Cinergy Distillers optimizes its operations while delivering tailored, seamless experiences to consumers. This technological integration strengthens its competitive edge in the industry, ensuring both operational excellence and customer satisfaction.

Key Milestones and Strategic Growth

Cinergy Distillers has achieved several key milestones that have significantly influenced its future direction and growth. These accomplishments include:

Global Expansion:

Cinergy has successfully expanded its distribution network to over 16 African countries and Dubai, establishing the brand as a prominent international presence.

Product Innovation:

The company has launched distinctive products such as the premium Jackie's Crown and the vibrant Hot Bull, both of which have garnered positive reception in various markets.

Sustainability Initiatives:

Cinergy has implemented eco-friendly practices throughout its operations, aligning with global sustainability goals and enhancing its brand reputation as a responsible producer.

Strategic Partnerships:

Through its collaboration with Bacchus, Cinergy has access to state-of-the-art production facilities, ensuring consistent quality and the capacity to meet growing demand.

Awards and Recognitions:

The company has earned numerous industry accolades for product excellence and innovation, further cementing its reputation as a leading producer in the spirits industry.

These milestones have played a crucial role in driving Cinergy's growth, enabling continuous innovation, expanding its market footprint, and reinforcing its commitment to sustainability, thus laying a strong foundation for its future success.

Leadership Approach to Global Success

As the *National Head* of Cinergy Distillers, the leadership philosophy of *Russel DSilva* is centered around empowering the team to embrace innovation, integrity, and collaboration. Cinergy Distillers is dedicated to promoting Indian malts on the global stage, highlighting the rich heritage and craftsmanship that define its products.

The leadership approach is focused on:

- **Fostering a Culture of Excellence:** Encouraging creativity, continuous learning, and an unwavering commitment to quality across all aspects of the business.
- **Empowering Innovation:** Providing the tools, resources, and support necessary for the team to innovate and excel in their respective roles.
- **Promoting Collaboration:** Ensuring open communication and teamwork across all levels of the organization to achieve the shared vision of success.

By aligning core values of quality, sustainability, and customer satisfaction, Cinergy Distillers works cohesively to elevate its presence and reputation in the international spirits market, driving sustained growth and success.

A Toast to Success

Cinergy Distillers has achieved several significant milestones that have shaped its future trajectory. Key achievements include:

1. **Global Expansion:** Cinergy Distillers has successfully expanded its distribution network to over 16 African countries and Dubai, establishing itself as a recognized international brand.

2. **Product Innovation:** The company has launched unique products like the premium Jackie's Crown and the vibrant Hot Bull, which have been well-received in diverse markets.
3. **Sustainability Initiatives:** Cinergy Distillers has implemented eco-friendly practices across its operations, aligning with global sustainability goals and enhancing its brand reputation.
4. **Strategic Partnerships:** By collaborating with Bacchus, Cinergy Distillers has access to state-of-the-art production facilities, ensuring consistent quality and capacity to meet growing demand.
5. **Awards and Recognitions:** The company has received industry accolades for product excellence and innovation, further solidifying its status as a leading spirits producer.

These milestones have driven Cinergy Distillers' growth, allowing it to continuously innovate, expand its market presence, and commit to sustainable practices, setting a strong foundation for future success.



C O V E R S T O R Y





Expanding Horizons

Cinergy Distillers aims to continue its trajectory of excellence by setting ambitious future goals centered around product innovation, market expansion, and maintaining industry leadership. The company's vision includes:

Product Innovation:

Introducing cutting-edge products that cater to diverse consumer preferences, leveraging advanced technology and traditional craftsmanship to create unique and high-quality spirits.

Market Expansion:

Expanding its footprint into new global markets, particularly targeting regions with emerging demand for premium spirits. Cinergy Distillers aims to strengthen its distribution networks and forge strategic partnerships to enhance its market reach.

Maintaining Leadership:

Upholding its reputation for quality and excellence by adhering to the highest industry standards, continuously improving production processes, and investing in sustainable practices. The company is committed to setting industry benchmarks and leading by example.

Cinergy Distillers will focus on enhancing its product offerings, expanding its global presence, and maintaining its leadership position by consistently delivering exceptional products and experiences to its consumers.



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THE

*Justice is the most important virtue for the **warrior**. A true **warrior** does not attack the enemy without an important reason.*

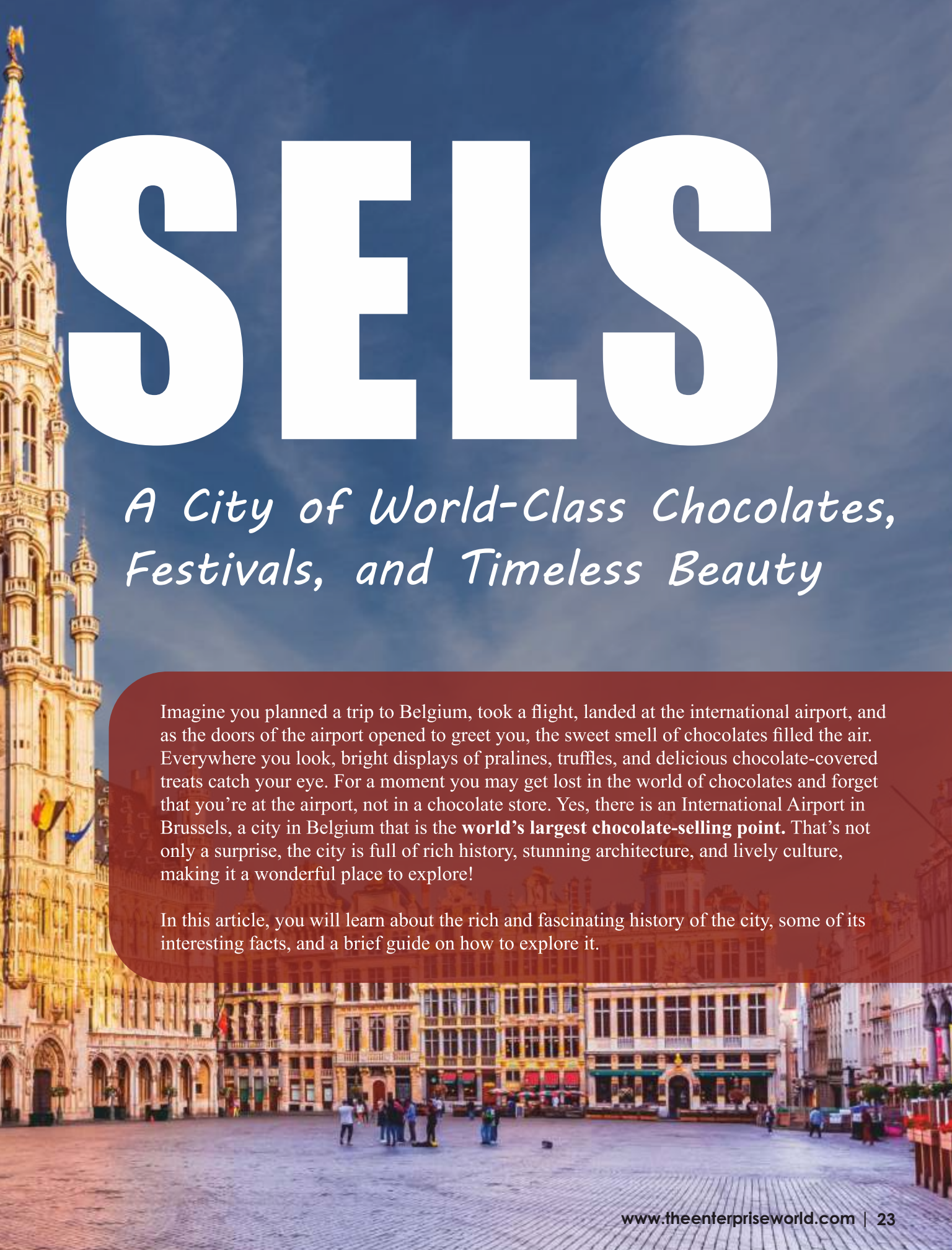
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Bushido
BUSHIDO

the way of the warriors

BRUS



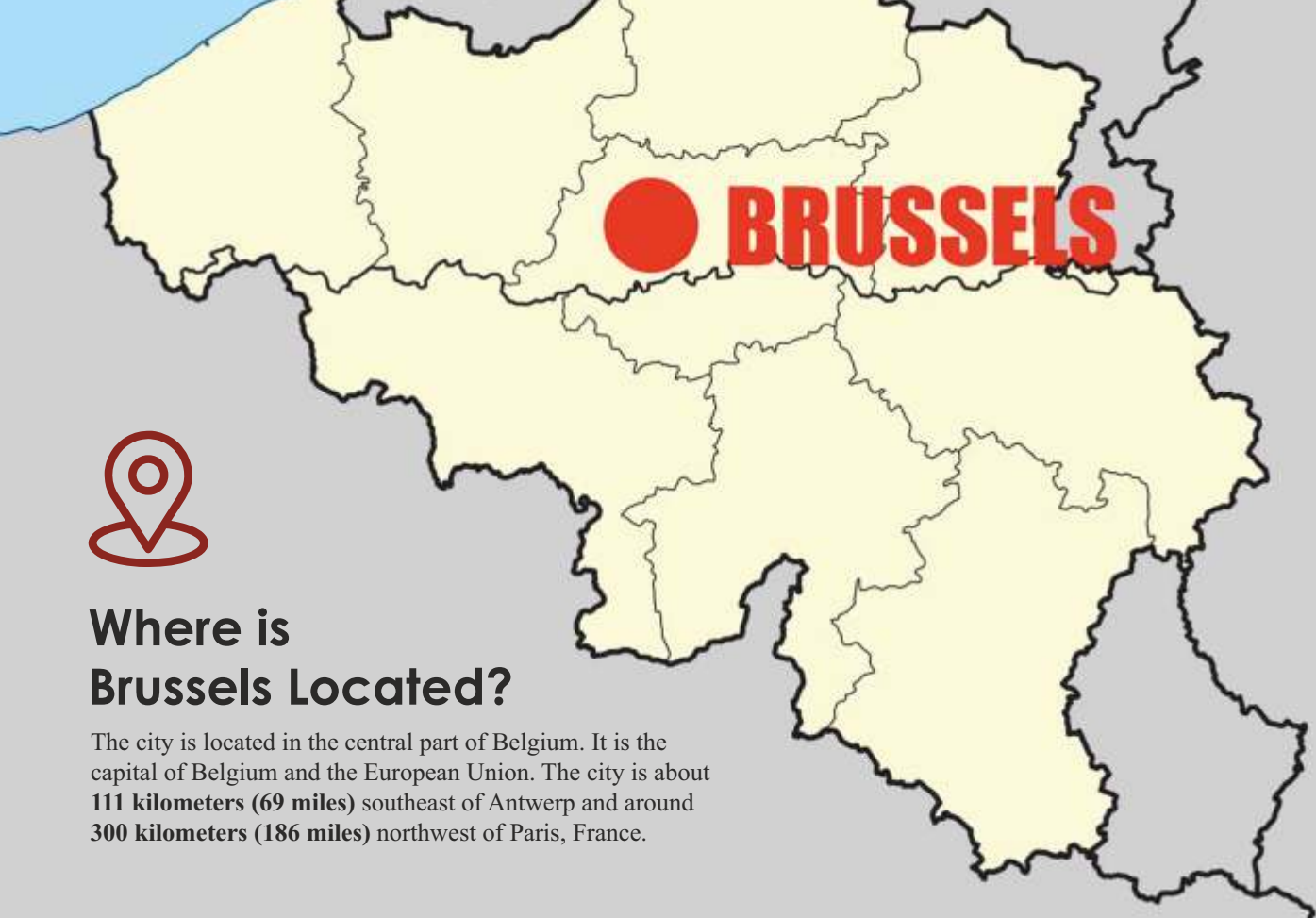


SELLS

A City of World-Class Chocolates, Festivals, and Timeless Beauty

Imagine you planned a trip to Belgium, took a flight, landed at the international airport, and as the doors of the airport opened to greet you, the sweet smell of chocolates filled the air. Everywhere you look, bright displays of pralines, truffles, and delicious chocolate-covered treats catch your eye. For a moment you may get lost in the world of chocolates and forget that you're at the airport, not in a chocolate store. Yes, there is an International Airport in Brussels, a city in Belgium that is the **world's largest chocolate-selling point**. That's not only a surprise, the city is full of rich history, stunning architecture, and lively culture, making it a wonderful place to explore!

In this article, you will learn about the rich and fascinating history of the city, some of its interesting facts, and a brief guide on how to explore it.



Where is Brussels Located?

The city is located in the central part of Belgium. It is the capital of Belgium and the European Union. The city is about **111 kilometers (69 miles)** southeast of Antwerp and around **300 kilometers (186 miles)** northwest of Paris, France.

Climate and Best Time to Visit

The city has a mild climate with cool summers and cold winters. The best times to visit are spring (March to May) and early autumn (September to October). During these seasons, the weather is pleasant, and you can enjoy lovely flowers and fun local events throughout the city.

Climate	Description
Winter (December to February)	Winters are cold, with temperatures usually between 0°C and 6°C (32°F to 43°F) . Snow can happen, but it's not very common.
Spring (March to May)	Spring brings mild weather, with temperatures from 6°C to 15°C (43°F to 59°F) . Flowers start to bloom, and the city becomes lively.
Summer (June to August)	Summers are cool and pleasant, with temperatures between 15°C and 25°C (59°F to 77°F) . It's a great time to explore, though occasional rain can occur.
Autumn (September to November)	Autumn sees temperatures from 10°C to 17°C (50°F to 63°F) . The weather can be unpredictable, and rain becomes more common.

Key Events You Should Never Miss

Brussels is a city full of lively culture and exciting events all year round. From beautiful flower displays to fun music festivals and Beer Weekend, there are many important events that highlight the city's rich history. Here are some must-see events you shouldn't miss when visiting the city.

Flower Carpet (August)

It is a unique experience you can get if you're visiting the city in August. Every two years the Grand Place is covered with beautiful carpet that gives a stunning view.

Brussels Jazz Weekend (May)

If you're planning to visit in the month of May and a music lover, you shouldn't miss this event. On this day the streets are filled with jazz performances from local and international artists.

Fête de la Musique (June)

Again this is a music festival celebrated on the longest day of the year. There are many free concerts in the city performed by talented musicians.



Comic Strip Festival (September)

The city is famous for its comic culture, and this festival is celebrated with exhibitions, singings, and events featuring famous comic artists talents.

Brussels Beer Weekend (September)

This event is popular for beer lovers, with tasting of local beers and a chance to learn about the famous beer culture in the city.



Rich and Fascinating History

Brussels has a long and interesting history that goes back over a thousand years. It started as a **small fishing village** along the **Senne River** around the 10th century and grew quickly because of its good location on important trade routes. By the 13th century, it became a busy trade center, attracting many merchants and craftsmen.

In the 15th century, the city became the **capital of the Duchy of Brabant**, which made it even more important. Later, in the 16th century, it came under Spanish rule, which brought different cultures and conflicts during the Eighty Years' War. In the 18th century, it was controlled by France, changing how the city was run.

A major change happened in **1830** when the city became the **capital of independent Belgium**, starting a new time of growth. The city is known for its beautiful buildings, like the **Grand Place**, a **UNESCO World Heritage site**, and its lively culture that reflects its rich and diverse history.

Foods You Must Try in Brussels

The city is famous for its delicious food, offering a variety of tasty dishes that show off its culture and history. From sweet waffles and chocolates to hearty stews and crispy fries, there's something for everyone. Here are some must-try foods when you visit the city.



- **Belgian Waffles:** It is a famous treat loved for its light and fluffy texture. The major ingredients used in it are flour, eggs, sugar, milk, and baking powder.
- **Fries (Frites):** It is a type of snack or side dish often enjoyed with ketchup or mayonnaise. Major ingredients used to make it are fresh potatoes, some spices and oil.
- **Chocolate:** The city is famous for high quality chocolate made by skilled chocolatiers. The key ingredients used to make it are cocoa beans, sugar and milk. To give these chocolates additional tastes, nuts or creams are used.
- **Speculoos:** It is a spiced cookie loved for crunchy texture and warm flavors that are often enjoyed with coffee. Key ingredients used to prepare it are flour, sugar, butter and spices like cinnamon and ginger.
- **Belgian Beer:** Belgium is famous for offering a wide variety of beers available in different flavors. The common ingredients used to prepare this are water, barley, hops, and yeast.



5 Interesting Facts About Brussels You Didn't Know

Despite its small size and less-than-perfect reputation, the city has a rich mix of cultures and a lot to explore. Here are some fun facts about it that will make you want to visit!

The Atomium is a unique and futuristic building in the city, shaped like a giant atom. It was built for the 1958 World's Fair.

1

2

The city hosts numerous festivals, including the Flower Carpet, Jazz Weekend, and Beer Weekend, making it a lively and fun city year-round.

In the city, people commonly speak French and Dutch, but English is also widely understood.

3

4

The city is often called the “**Capital of Europe**” because it hosts the European Union's headquarters and many international organizations.

This small statue of a boy peeing is one of the most famous landmarks in the city. It has many outfits and is dressed up for special occasions.

5

Conclusion

Brussels is a city full of rich history, culture, and delicious food, making it a great place to visit. From its famous chocolates and exciting festivals to beautiful buildings and fun events, the city has something for everyone. Whether you're walking through the Grand Place or tasting a waffle, the city offers an unforgettable experience.



A dark, moody photograph of a workspace. In the foreground, several rolled-up architectural blueprints are leaning against each other. A pen and a pencil are lying on a blueprint spread out on the desk. In the background, a person's arm is visible, reaching towards a shelf. The lighting is dramatic, with strong highlights and deep shadows.

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ONLINE BUSINESS IDEAS FOR STUDENTS

TURNING SKILLS INTO INCOME

Back when I was in college, I was always short on cash. Between paying for books, grabbing meals, and hanging out with friends, it felt like my wallet was always empty. I tried a couple of part-time jobs, but they didn't give me much time for studying—or myself. That's when I started looking for ways to make money online. It seemed like a long shot at first, but I soon realized there were so many simple ways to earn from home using just my laptop and the skills I already had.

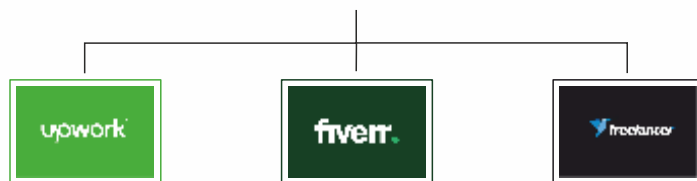
Starting an online business helped me cover my expenses and gave me a sense of freedom and confidence. If you're a student dealing with the same struggles, don't worry—there are plenty of online business ideas for students that are easy to start and flexible enough to fit into a busy schedule. Here are some of the best ones to get you going.

Here Are the Top 8 Online Business Ideas for Students

1. Freelance Writing

One of the easiest online business ideas for students is freelance writing. If you have a knack for crafting articles, essays, or blog posts, there's no shortage of clients looking for writers. Platforms like **Upwork**, **Fiverr**, and **Freelancer** are great places to start. Students can write for blogs, businesses, or even academic platforms while earning per project or word count.

To get started, create a portfolio showcasing your writing samples. Focus on topics you're knowledgeable about or passionate about to attract the right clients.



Why Is Freelance Writing Perfect For Students?

- It requires no upfront investment.
- You can work on your own schedule.
- Writing improves research and communication skills, which are valuable for academic success.

2. Social Media Management

If you're already spending hours on social media, why not turn that time into money? Social media management is a top contender when discussing online business ideas for students. Businesses need help managing their Instagram, Facebook, Twitter, or TikTok accounts, and students can offer their skills to create engaging posts, grow followers, and interact with customers.

Learning tools like Canva for design and Buffer for scheduling can help you create a professional approach. Offer your services to small businesses, startups, or influencers who don't have time to handle their accounts.



Why Is Social Media Management Perfect For Students?

- You can utilize your familiarity with social media trends.
- It's an in-demand skill that businesses need.
- You can manage multiple clients remotely.

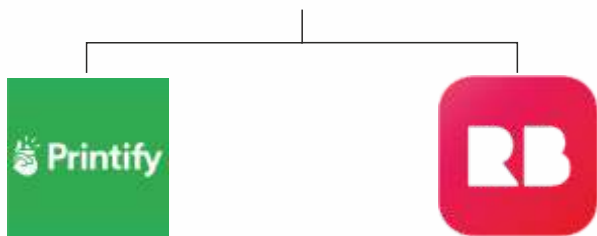




3. Print-on-Demand (POD) Business

For creative students, starting a print-on-demand business is an excellent option. Platforms like **Printify** and **Redbubble** allow you to design custom products like t-shirts, mugs, and phone cases without handling inventory. Once a customer places an order, the platform handles production and shipping while you earn a commission.

Among all online business ideas for students, this one is perfect for those with graphic design skills. Use tools like Adobe Illustrator or Canva to create eye-catching designs. Promote your products through social media or Etsy to reach a broader audience.



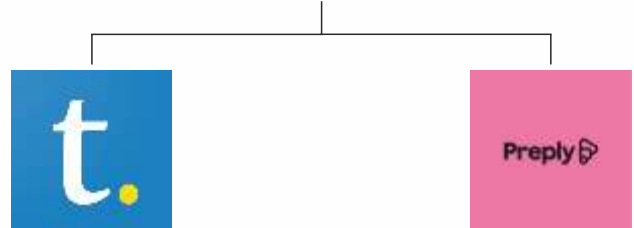
Why is it perfect for students?

- It requires minimal upfront costs.
- There's no need to manage inventory or shipping.
- It allows creative expression.

4. Online Tutoring

Students who excel academically can turn their knowledge into a profitable online tutoring business. Teaching subjects like math, science, or languages is always in demand, and platforms like **Tutor.com** and **Preply** make it easy to connect with students globally. You can also offer tutoring services directly through video conferencing platforms like Zoom or Google Meet.

This is one of the most rewarding online business ideas for students because it helps others while sharpening your own understanding of subjects. Focus on subjects you're confident in and create structured lesson plans to deliver value to your students.



Why Is Online Tutoring Perfect For Students?

- You can set your own hours and rates.
- It builds confidence and teaching skills.
- It provides consistent income.

5. Start a Dropshipping Business

Dropshipping is another low-cost option on the list of online business ideas for students. With dropshipping, you sell products online without having to stock them yourself. Instead, you work with suppliers who ship products directly to customers. Platforms like **Shopify** and **AliExpress** make it easy to set up a dropshipping store.

Pick a niche that interests you, such as fitness gear, gadgets, or fashion accessories. Focus on creating an attractive online store and promoting it through social media or Google Ads.



Why Is Dropshipping Perfect For Students?

- No need for inventory or large investments.
- You can run the business from anywhere.
- It teaches valuable skills like marketing and customer service.

6. Start a YouTube Channel

Creating video content has become one of the most lucrative online business ideas for students. Whether you're into tech reviews, study tips, or vlogging your daily life, YouTube provides endless opportunities to earn through ads, sponsorships, and affiliate marketing.

All you need is a good camera (even a smartphone will do) and video editing software like iMovie or Adobe Premiere. Consistency is key, so upload videos regularly and engage with your audience to grow your channel.



Why is it perfect for students?

- You can share your passions and hobbies.
- It offers long-term income potential.
- You gain skills in video production and content creation.

7. Start an Affiliate Marketing Blog

If you enjoy writing and recommending products, starting a blog is a fantastic way to earn passive income through affiliate marketing. Affiliate marketing involves promoting products or services through special links; every time someone makes a purchase through your link, you earn a commission.

Choose a niche like beauty, tech gadgets, or college lifestyle, and create engaging blog content that includes affiliate links. Platforms like WordPress or Blogger are great for building a blog. Over time, this can turn into one of the most profitable online business ideas for students.



Why Is Affiliate Marketing Perfect For Students?

- Minimal startup costs are required.
- It generates passive income over time.
- It builds expertise in a niche you're passionate about.



8. Graphic Design Services

For students with artistic skills, offering graphic design services is a lucrative option. Small businesses, YouTubers, and content creators constantly need logos, social media graphics, and banners. Websites like Fiverr and Upwork connect graphic designers with clients globally.

If you don't have experience, start by practicing with tools like Canva, Adobe Photoshop, or Illustrator. Build a portfolio showcasing your best work to attract clients.



Why is it perfect for students?

- High demand for creative work.
- Flexible hours that fit around your studies.
- It allows you to charge per project or hourly.

Conclusion

Starting a business while studying may seem overwhelming, but with the right approach and dedication, it can be rewarding both financially and personally. The digital age has made it easier than ever for students to pursue their entrepreneurial dreams. Whether you're passionate about teaching, designing, or social media, these online business ideas for students offer the perfect starting point to earn money flexibly.

By leveraging your skills and exploring opportunities online, you can achieve financial independence while gaining valuable experience for the future. If you've been thinking about starting something of your own, now is the time to take that first step!



The Iconic Ice Cream Chain with Endless Flavor Adventures

Did you know Baskin-Robbins, the **American multinational ice cream chain**, uses a unique “**31 flavors**” concept, offering **different flavors for each day of the month**? This innovative approach captures the heart of ice cream lovers and sets the brand name in the competitive dessert market. Today, it is available in **8,000 locations** worldwide, making it the largest chain globally. In the last year, it generated a revenue of approximately **\$1.4 billion** which reflects its impressive growth and success.

In this article, you will learn about the rich history of the company, its marketing strategies, the story behind its logo, challenges, and some of its interesting facts.





Brand History of Baskin-Robbins



Baskin-Robbins kicked off in **1945** when **Burt Baskin** and **Irv Robbins** opened their first ice cream shop in Glendale, California. They envisioned a place where ice cream lovers could explore a wide range of flavors, delighting customers with unique and delicious options.

In its early years, the company quickly gained popularity, introducing favorites like **Pralines 'n Cream** and **Mint Chocolate Chip**. The company began franchising in 1948, expanding its reach beyond California and becoming a go-to destination for ice cream across the United States.

In 1967, the company joined forces with **Dunkin' Donuts**, further boosting its growth. Over the years, the brand has adapted to changing tastes by adding exciting new flavors and products while staying true to its roots. It continues to win hearts with its creativity and delicious treats, ensuring that ice cream lovers everywhere have something to smile about.



Story of Baskin-Robbins Logo



The Original Logo (1945)

The first logo was simple and featured the brand name in bold letters. This design reflected the straightforward vision of founders Baskin and Robbins when they opened their first ice cream shop in Glendale, California.



A Colorful Transformation (1953)

As the brand expanded, it needed a more vibrant and recognizable logo. The goal was to capture the fun and inviting atmosphere of the ice cream parlor.



The Iconic Pink and Blue Logo (1953)

The new logo introduced playful pink and blue colors, quickly becoming a symbol of joy. It cleverly combined the letters “B” and “R,” while hiding the number “31” in the pink section, representing the idea of offering a different flavor for each day of the month.

Keeping It Fresh Over Time

The logo has seen minor updates to keep it modern and engaging. Despite these changes, the pink and blue colors have remained a signature feature, highlighting the brand's playful spirit.

Today's Meaning

The logo stands for **quality** and **creativity** in the ice cream industry. It invites ice cream lovers everywhere to enjoy delicious treats, making it an instantly recognizable symbol of indulgence.

Baskin-Robbins Market Strategies...

1. It keeps trying to invite consumers with multiple innovations - offering seasonal flavors, giving a limited-time offer, customizable options, and a wide range of designs, shapes, and sizes.

- The company offers seasonal flavors throughout the year, capturing consumers' interest during holidays, special occasions, and weather changes.
- The company offers limited-time offers for different flavors available only for a fixed period.
- To appeal to diverse tastes and dietary requirements, it offers customizable ice cream sundaes, milkshakes, and cups.
- Products are available in different shapes, designs, and sizes to reach the maximum consumers at the time.

2. Many ice cream lovers have different tastes, colors, designs, and sometimes ingredients to check in ice creams they are eating. The company ends all these concerns at a single point for you whether buying for kids and families, you're health conscious, or any premium ice cream enthusiast needs outstanding tastes or flavor.

3. To gain customer loyalty and gain more consumers attention, the company runs programs like birthday clubs and rewards for multiple customers.

4. Through sports sponsorships, charitable alliances, seasonal campaigns, and collaborating with iconic brands the company expands its reach and draws new audiences.

5. To provide an incredible in-store experience, and attract and retain consumers, the company focuses on a welcoming atmosphere, interactive elements, and unique product presentations.





What Are the Challenges Faced by Baskin-Robbins?

The company faces several challenges in the ice cream market. Customers now prefer healthier, low-sugar, and plant-based options, so the brand has to adjust its menu. Competition from other brands and small ice cream shops adds more pressure, and sales can drop during colder months. Managing franchises worldwide is also tough, as it's hard to keep the quality consistent across all locations. Rising costs for ingredients and labor make it harder to maintain profits. Lastly, with more people using online services, Baskin-Robbins needs to keep up by offering mobile ordering, delivery, and better digital engagement.



5 Interesting Facts About Baskin-Robbins You Didn't Know

01

In 1953, when the brothers-in-law Baskin and Robbins decided to merge their stores and name as a single company, they faced conflict with the name of the company. They settled it with a **coin flip**, with the winner's name appearing first.

02

Many celebrities, including **Barack Obama and Julia Roberts**, have worked for the company before they gained fame. Their connection with it adds a fun link to the brand's history and popularity.

03

Burt Baskin passed away from a heart attack in **1967**, shortly after selling the company to United Fruit Co. His death marked changes, Robbins had to manage double roles and responsibilities to take the company forward.

04

The company holds the **Guinness World Record** for the **largest cup of ice cream weighing 8,865 pounds**. This record highlights its playful yet ambitious spirit in the dessert world.

05

"31 flavor" concept doesn't mean the company makes ice cream in 31 flavors, it has more than **1,300 flavors** including limited edition varieties that continue to surprise and delight customers.





Conclusion...

Starting with a small vision to provide delicious flavors and tastes in ice cream, and later holding its name in the Guinness World Record for making the world's largest cup of ice cream, the story of Baskin-Robbins is one of innovation, growth, and dedication. Over the years, the company has delighted customers with its creative offers, new flavors, and experience. Today, it is inspiring newcomers in the dessert industry, setting a benchmark for quality, creativity, and customer satisfaction.

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M O R E L I F E



W H O L E S O M E L I V I N G

34 BRANDS THAT OFFER STUDENT DISCOUNTS

When I first started college, managing my finances was a constant challenge. Between tuition, textbooks, and basic living expenses, there wasn't much left for extras like a new laptop or even a night out with friends. That's when I discovered a lifesaver—student discounts. From tech giants like Apple to my favorite fast-food spots, so many brands offered exclusive deals for students. These discounts made life a little easier, and I still remember how much they helped. If you're a student trying to stretch your budget, here are some great brands that offer student discounts to check out.

Major Retailer Brands That Offer Student Discounts

1. Amazon:

Amazon offers a great deal with its Prime Student membership. Students enjoy six months of free Prime access, followed by a discounted rate of \$7.49 per month. This includes perks like free two-day shipping, 10% off flights and hotels, and even homework help. For students managing busy schedules, this is a game-changer.

2. Sam's Club:

College students can score discounted memberships through UNiDAYS. Deals include \$40 off a Sam's Club Plus Membership and a \$45 eGift Card when you spend \$45. Signing up is free and unlocks exclusive savings.

3. Target:

Through Target Circle's College Student Appreciation program, students receive 15% off select purchases. Signing up requires student ID verification, and discounts are perfect for dorm room essentials or everyday necessities.



4. Costco:

New Gold Star Members can save big at Costco with a \$30 Digital Costco Shop Card for students. Membership through UNiDAYS ensures consistent savings on bulk purchases—a boon for frugal students.

Technology Brands That Offer Student Discounts

5. Apple:

Students save on MacBooks, iPads, and accessories with Apple's education pricing. A



MacBook Air, for example, is priced at \$999 for students instead of \$1,099. Parents of students are also eligible for these discounts.

6. Microsoft:

Microsoft offers up to 10% off computers and accessories for students. Additionally, Office 365 is free for students, which is invaluable for academic work.

7. Dell:

Dell provides exclusive discounts on laptops and accessories when students register with a valid academic email. Current deals include \$300 off the XPS 15 Laptop.

8. Adobe:

Creative students can enjoy Adobe's Creative Cloud for \$19.99/month, significantly lower than the regular price of \$54.99/month. Access to tools like Photoshop and Illustrator is essential for design students.

9. Lenovo:

Lenovo offers an extra 5% off for students, verified via ID.me. This includes laptops, monitors, and accessories, making it easier to gear up for academic success.

Clothing Brands That Offer Student Discounts

10. J.Crew:

J.Crew provides a 15% discount to students both in-store and online. This deal is perfect for professional or casual attire needs.

11. Levi's:

Levi's makes denim more affordable with 15% off online purchases after student verification.

12. Tommy Hilfiger:

Students receive 15% off in-store and online at Tommy Hilfiger by signing up via ID.me.

13. Hanes:

For wardrobe basics, Hanes offers 10% off online purchases for verified students.

14. The North Face:

Outdoor enthusiasts can enjoy a 10% discount on The North Face's full-price items by verifying their student status.

Restaurants Brands That Offer Student Discounts

15. McDonald's:

Get a free Cheeseburger, Mayo Chicken, or McFlurry with any Extra Value Meal purchase. Just show your student ID at participating locations.

16. Dunkin':

Start your mornings right with 10% off at Dunkin'. Simply flash your student ID.

17. Buffalo Wild Wings:

Students can enjoy 10% off meals at many Buffalo Wild Wings locations—great for game nights with friends.

18. Taco Bell:

Participating Taco Bell outlets provide a 10% discount to students craving quick bites like Crunchwrap Supremes.

19. IHOP:

IHOP offers students 10% off their meals at participating locations, perfect for late-night pancakes or study breaks.

Travel and Transportation Brands That Offer Student Discounts

20. Amtrak:

Students aged 17–24 can save 15% on train travel by booking at least one day in advance.

21. United Airlines:

Travelers aged 18–23 get a 5% discount on flights booked through the United app.

22. Greyhound:

Greyhound offers 10% off fares with the Student Advantage Card, available for \$30 annually.

23. Hotels.com:

Through UNiDAYS, students can unlock discounts of up to 40% on last-minute hotel bookings.

24. FlixBus:

FlixBus provides a 15% discount for students who register through Student Beans.

Entertainment Brands That Offer Student Discounts

25. Spotify Premium + Hulu:

Students get Spotify Premium and Hulu for just \$4.99/month—a significant discount from the regular \$17.98 combined price.

26. YouTube Premium:

Enjoy ad-free videos and music for \$7.99/month with YouTube's student discount.

27. The Washington Post:

Students can access The Washington Post for just \$1 every four weeks, ideal for staying updated on current events.

28. Paramount+:

Paramount+ Essential plans cost students \$4.50/month, down from the usual \$5.99.

29. AMC Theaters:

AMC offers discounted ticket pricing to students. Just present a valid ID at participating locations.

Home Goods Brands That Offer Student Discounts

30. GhostBed:

Students enjoy 50% off their entire order at GhostBed, ensuring restful sleep during demanding semesters.

31. Mattress Firm:

Mattress Firm offers 20% off select items and an additional 10% off Purple products for students.

32. Brooklyn Bedding:

Brooklyn Bedding provides a generous 30% discount plus free shipping for verified students.

33. Puffy:

Students can save up to \$1,425 on mattresses with Puffy's student discount program.

34. Helix:

Helix offers 15% off mattresses when students verify eligibility through UNiDAYS.

Conclusion

As a student, the right discounts can ease financial stress while ensuring access to high-quality products and services. Whether it's tech for school, meals on a budget, or travel home, these brands that offer student discounts make life more affordable. Take advantage of these offers by verifying your student status through platforms like UNiDAYS or ID.me and enjoy significant savings throughout your academic journey.



An underwater scene with a deep blue color palette. Sunlight rays penetrate from the top right, creating a dramatic effect. The foreground is filled with diverse coral reefs and several fish, including a prominent striped fish on the left. The text is overlaid on the right side of the image.

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